

ORDER



Orders
Order / Rev: 715921
Alt Order #: 06332236
Product Desc: CRAVAAK FOR CONGRESS
Estimate: C13C16
Flight Dates: 10/13/12 - 10/16/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: CRAVAAKCC/R/CONGRESS
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/08/12 | 10/14/12 | 6 | \$3,300.00 | \$2,805.00 |
| 10/15/12 | 10/21/12 | 12 | \$3,725.00 | \$3,166.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2012 | 18 | \$7,025.00 | \$5,971.25 | 0.00 |
| Totals | 18 | \$7,025.00 | \$5,971.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | KARE | 10/15/12 | 10/15/12 | Tonight Show | CM | 1035pm-1135pm | M----- | :30 | 1 | \$575.00 | P-2 | 0.00 | NM | 1 | \$575.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | | \$575.00 | | 0.00 | | | |
| E 2 | KARE | 10/15/12 | 10/15/12 | M-F 2-3p | CM | 2P-3P | M----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | | \$175.00 | | 0.00 | | | |
| E 3 | KARE | 10/15/12 | 10/15/12 | M-F 3-4p | CM | 3-4p | M----- | :30 | 1 | \$275.00 | P-2 | 0.00 | NM | 1 | \$275.00 |
| DR OZ | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | | \$275.00 | | 0.00 | | | |
| E 4 | KARE | 10/15/12 | 10/15/12 | M-F 4-430p | CM | 4-430P | M----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| KARE 11 4 News | | | | | | | | | | | | | | | |
| 4P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | | \$250.00 | | 0.00 | | | |
| E 5 | KARE | 10/15/12 | 10/15/12 | M-F 430-5p | CM | 430-5P | M----- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| Jeopardy | | | | | | | | | | | | | | | |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | 1 | | | \$600.00 | | 0.00 | | | |

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 Alt Order #: 06332236
 Flight Dates: 10/13/12 - 10/16/12

Advertiser: CRAVAKKC/R/CONGRESS
 Product Desc: CRAVAAK FOR CONGRESS
 Estimate: C13C16
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|------------------------------------|-------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| E 6 | KARE | 10/15/12 | 10/15/12 | M-F 5-6a KARE First Edition M-F | CM | 5-6a | M----- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| KARE11-1ST EDT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 7 | KARE | 10/15/12 | 10/15/12 | M-F 9-10a TODAY | CM | 9-10a | M----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| TODAY 11 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$175.00 | | 0.00 | | | |
| E 8 | KARE | 10/13/12 | 10/13/12 | Sat 5-530p KARE 11 5 News Sa | CM | 5-530P | -----S- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| KARE11NWS-5 SA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 9 | KARE | 10/13/12 | 10/13/12 | Sat 6-630p KARE 11 6 News Sa | CM | 6-630P | -----S- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| KARE11NWS-6 SA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 10 | KARE | 10/13/12 | 10/13/12 | SAT TDY NBC Today Show (Sa) | CM | 6-8a | -----S- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| SATURDAY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 11 | KARE | 10/13/12 | 10/13/12 | Sat 8-10a KARE 11 Saturday | CM | 8-10a | -----S- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| KARE11 NWS SAT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 12 | KARE | 10/13/12 | 10/13/12 | Sat Prime THE FIRM | CM | 8-9P (8:00 PM-9:00 PM) | -----S- | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| THE FIRM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 13 | KARE | 10/14/12 | 10/14/12 | Sun 5-530p KARE 11 5 News Su | CM | 5-530P | -----S | :30 | 1 | \$700.00 | P-2 | 0.00 | NM | 1 | \$700.00 |
| KARE11NWS-5 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 14 | KARE | 10/16/12 | 10/16/12 | M-F 2-3p The Doctors | CM | 2P-3P | -T----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| THE DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | | 1 | \$175.00 | | 0.00 | | | |
| E 15 | KARE | 10/16/12 | 10/16/12 | M-F 3-4p DR OZ | CM | 3-4p | -T----- | :30 | 1 | \$275.00 | P-2 | 0.00 | NM | 1 | \$275.00 |
| DR OZ | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | | 1 | \$275.00 | | 0.00 | | | |
| E 16 | KARE | 10/16/12 | 10/16/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | -T----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| 4P NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 17 | KARE | 10/16/12 | 10/16/12 | M-F 430-5p Jeopardy | CM | 430-5P | -T----- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 18 | KARE | 10/16/12 | 10/16/12 | | CM | 9-10a | -T----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |

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Estimate: C13C16
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------|----|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|--------|-------|------------|
| | | | | M-F 9-10a | | | | | | | | | | | |
| | | | | TODAY | | | | | | | | | | | |
| TODAY 11 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | - T - - - - | | | 1 | | | \$175.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 18 | \$7,025.00 |